

SEP17/12 13.10
*** WPXI-TV ***

| ADV # | ADV. NAME |
|-------|-----------|
| 6459 | |

ADV. NAME POLI/M SMITH/D/OTH/PA

AGY # 05658

AGY. NAME MESSAGE MEDIA

100 ALBANY STREET

NEW BRUNSWICK, NJ 08901

ORDER #

CONTRACT # 6318509

PRDCT MATT SMITH 9/15

#T5E

COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX

STATE TAX

CO-OP BILLING NEEDED

DATE SEP17/12 13.10

REP: TO NSM/NSA
FR LINDSEY FOR CHERYL
NEW ORDER
TTLS \$22,275
PLEASE CONFIRM, THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

FRIENDS OF MATT SMITH

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-----------------|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 1 | | | 600A-700A | 30 | | \$575.00 | 9/18 | 9/21 | 4 | | TU-F | 4 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| 2 | | | 600A-700A | 30 | | \$575.00 | 9/24 | 9/24 | 1 | | MON | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| 3 | | | 700A-800A | 30 | | \$475.00 | 9/18 | 9/21 | 4 | | TU-F | 4 |
| PROGRAM : TODAY | | | | | | | | | | | | |
| 4 | | | 700A-800A | 30 | | \$475.00 | 9/24 | 9/24 | 1 | | MON | 1 |
| PROGRAM : TODAY | | | | | | | | | | | | |
| 5 | | | 800A-900A | 30 | | \$425.00 | 9/18 | 9/21 | 4 | | TU-F | 4 |
| PROGRAM : TODAY | | | | | | | | | | | | |

| :LINE#:REP :LINE#: | :CD: : | TIME PERIOD : | LGTH : | SEC : | RATE : | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS : | TOTL: SPTS: |
|-----------------------|-----------|------------------------------------|-----------|----------|-----------|---------------|-------------|-------------|--------------|-----------|----------------|
| 6 | | 800A-900A PROGRAM : TODAY | 30 | | \$425.00 | 9/24 | 9/24 | 1 | | MON | 1 |
| 7 | | 1200N-1230P PROGRAM : NOON NEWS | 30 | | \$375.00 | 9/18 | 9/21 | 4 | | TU-F | 4 |
| 8 | | 1200N-1230P PROGRAM : NOON NEWS | 30 | | \$375.00 | 9/24 | 9/24 | 1 | | MON | 1 |
| 9 | | 500P-530P PROGRAM : NEWS | 30 | | \$575.00 | 9/18 | 9/21 | 4 | | TU-F | 4 |
| 10 | | 500P-530P PROGRAM : NEWS | 30 | | \$575.00 | 9/24 | 9/24 | 1 | | MON | 1 |
| 11 | | 530P-600P PROGRAM : NEWS | 30 | | \$600.00 | 9/18 | 9/21 | 4 | | TU-F | 4 |
| 12 | | 530P-600P PROGRAM : NEWS | 30 | | \$600.00 | 9/24 | 9/24 | 1 | | MON | 1 |
| 13 | | 600P-630P PROGRAM : NEWS | 30 | | \$775.00 | 9/18 | 9/21 | 4 | | TU-F | 4 |
| 14 | | 600P-630P PROGRAM : NEWS | 30 | | \$775.00 | 9/24 | 9/24 | 1 | | MON | 1 |
| 15 | | 600A-800A PROGRAM : NEWS | 30 | | \$250.00 | 9/22 | 9/22 | 1 | | SAT | 1 |
| 16 | | 800A-1030A PROGRAM : NEWS | 30 | | \$275.00 | 9/22 | 9/22 | 1 | | SAT | 1 |
| 17 | | 530A-800A PROGRAM : NEWS | 30 | | \$250.00 | 9/23 | 9/23 | 1 | | SUN | 1 |

REP HEADLINE# 6318509
 *** ORIGINAL REV#0 ***
 REP: TEL# 215-564-1206
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET
 FAX# 215 564 1103
 HARRIS REPORT FROM REP
 SEP17/12 13.10
 *** WPXI-TV ***

| :LINE#:REP | :CD: | TIME PERIOD | :LGTH: | :SEC: | RATE | :START DATE | :END DATE | :SPTS/WK | :WEEK INVT | DAYS | :TOTL: SPTS: |
|-----------------|------|-------------|--------|-------|----------|-------------|-----------|----------|------------|----------------|--------------|
| 18 | | 800A-1000A | 30 | | \$275.00 | 9/23 | 9/23 | 1 | | SUN | 1 |
| PROGRAM : NEWS | | | | | | | | | | | |
| 19 | | 600P-630P | 30 | | \$475.00 | 9/22 | 9/22 | 1 | | SAT | 1 |
| PROGRAM : NEWS | | | | | | | | | | | |
| 20 | | 600P-630P | 30 | | \$500.00 | 9/23 | 9/23 | 1 | | SUN | 1 |
| PROGRAM : NEWS | | | | | | | | | | | |
| 21 | | 1000A-1100A | 30 | | \$250.00 | 9/18 | 9/21 | 4 | | TU-F | 4 |
| PROGRAM : ELLEN | | | | | | | | | | | |
| 22 | | 1000A-1100A | 30 | | \$250.00 | 9/24 | 9/24 | 1 | | MON | 1 |
| PROGRAM : ELLEN | | | | | | | | | | | |
| SEP/12 | | 22275.00 | | | | | | | | | |
| | | | | | | | | | | CONTRACT TOTAL | 22275.00 |
| | | | | | | | | | | TOTAL SPOTS | 46 |

MARKET TOTALS \$63,642
 WPXI 35% KDKA 30% WTAE 30% WPGH 5% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*